



## **FOR IMMEDIATE RELEASE**

### **NEIGHBORLY'S MEALS ON WHEELS PROGRAM JOINS IN MONTH-LONG MARCH FOR MEALS CELEBRATION WITH COMMUNITIES NATIONWIDE**

**SUPPORT WILL HELP TO FIGHT SENIOR HUNGER AND ISOLATION  
IN PINELLAS COUNTY AMID THE PANDEMIC AND BEYOND**

For general inquiries

Lisa Ferrer

NeighborlyMarchforMeals@gmail.com

727.501.5295.

For interview requests:

Susan McIntyre, Director of Development

Neighborly Care Network

SMcintyre@Neighborly.org

727-573-9444 x 3160

CLEARWATER, FLORIDA FEBRUARY 17, 2021 – Meals on Wheels Pinellas announced today that it will be participating in the 19th annual March for Meals – a month-long, nationwide celebration of Meal on Wheels and our senior neighbors who rely on this essential service to remain healthy and independent at home, now even more so amid the COVID-19 pandemic. Neighborly's celebration will include various activities throughout the month of March, including Community Champions Week, the Virtual March-A-Thon, and the launch of a Text2Give campaign to promote contributions to the cost of delivering meals to vulnerable seniors.

"In April of last year, we were delivering 4,000 meals per week. That number is now over 10,000 meals each week," said David Lomaka, Executive Director of Neighborly. "We have been in awe of the outpouring of support, and there's still much we can do to ensure everyone in need of our vital lifeline can benefit from being well-nourished and more connected to our community through this challenging time and beyond."

Celebrating 55 years of serving seniors, Neighborly is not only the Pinellas Meals on Wheels provider, they offer Adult Day Care and Transportation Services to thousands of clients each year. Over 700 volunteers deliver more than a meal to homebound clients, they offer encouragement and reassurance to the elderly that they are not forgotten.

The annual March for Meals celebration commemorates the historic day in March of 1972 when President Nixon signed into law a measure that amended the Older Americans Act of 1965 to include a national nutrition program for seniors 60 years and older. Since 2002, community-based Meals on Wheels programs from across the country have joined forces for the annual awareness campaign to celebrate this successful public-private partnership and garner the support needed to fill the gap between the seniors served and those still in need.

"The pandemic has introduced many of us to the newfound and harsh realities of food insecurity and social isolation – something that far too many seniors experience as their daily norm. More than ever, we must rally around our essential community-based programs that serve as lifelines to a growing number of people in need, to enable their own long-term vitality," said Ellie Hollander, President and CEO of Meals on Wheels America. "Even when we make it through this unprecedented time in our nation's history, there will still be millions of vulnerable older adults who will rely on that familiar knock on the door that provides peace of mind and hope beyond the meal itself. Please join us in celebrating the power and importance of Meals on Wheels this March and always."

For more information on how you can volunteer or support seniors in your Pinellas neighborhood this March, visit [www.Neighborly.org](http://www.Neighborly.org).

**For general inquiries about Neighborly's March for Meals activities, contact Lisa Ferrer at NeighborlyMarchforMeals@gmail.com, c-727.501.5295.**